

BRAND GUIDE

**This guide will help communicate
our brand identity. We love our
look. Be kind to our new style.
Enjoy.**

Horizontal Logo Treatment - Color & Black



Color
Horizontal Logo Version



Black
Horizontal Logo Version

Different ways to use our logomark.



- Positive Color Logo Version



- Positive 1-color Logo Version



- Reversed Color Logo Version

- Reversed 1-color Logo Version

Give us some space.

20mm"



Minimum Size
Allowed Print

70 pixels



Minimum Size
Allowed Web

Clear Space
(length of the mark)



Improper Usage of Brandmark

Stay away from the effects.



Don't flip colors



Don't add effects



Don't distort



Don't rotate



Don't distort



Don't place over blocks of colors

Our colors — print / web

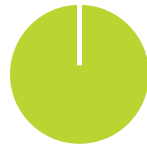
Primary Colors



PMS 319 U

c 75 m 6 y 30 k 0

r 1 g 176 b 184



PMS 382 U

c 32 m 0 y 100 k 0

r 183 g 213 b 50

Secondary Colors



PMS 7548 U

c 0 m 25 y 100 k 0

r 255 g 194 b 14



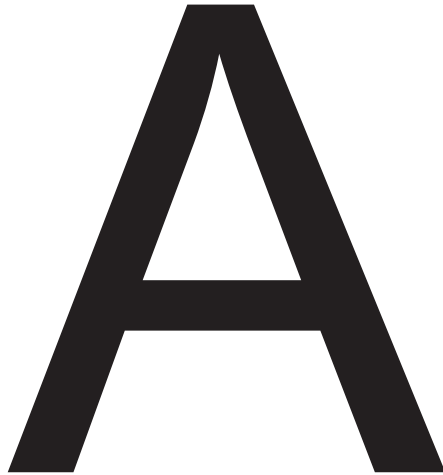
PMS 171 U

c 0 m 80 y 80 k 0

r 241 g 91 b 64

Note: Pantone values (PMS) are specified when products are printed using single inks and require precise color matching. This occurs most often in collateral printing. CMYK values are used when creating art for printing using a 4-color process, such as print ads. RGB values are used in art that will be viewed digitally.

Our chosen typeface — print



Arial Regular
(headline typeface)

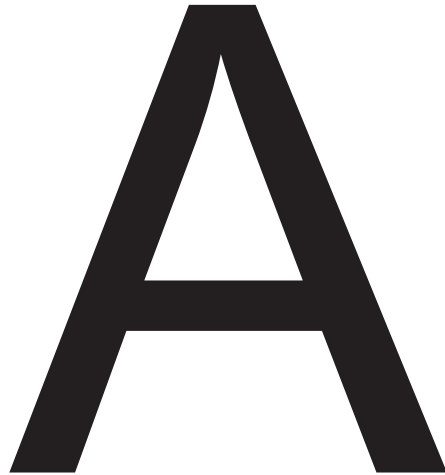
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!@#\$&



Arial Bold
(sub-headline typeface)


ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!@#\$&

Our chosen typeface — print



Arial Regular
(body copy typeface)

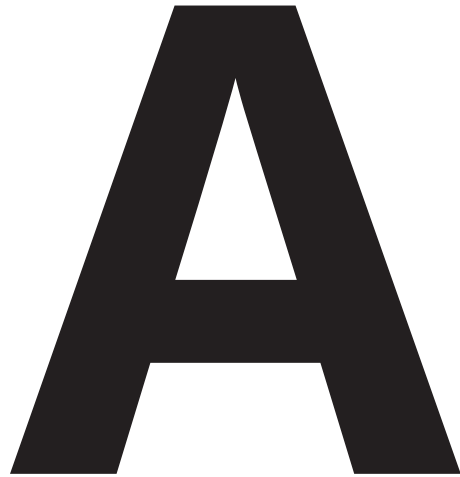
abcdefghijklmnop
opqrstuvwxyz
0123456789!@#\$&



Arial Narrow Regular
(print disclaimer 6pt all caps)


LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. CRAS CURSUS, ARCU AT PORTA VARIUS, ORCI LEO SOLLICITUDIN NIBH, QUIS ELEIFEND EROS URNA ET MASSA. ETIAM AUCTOR NISI METUS. NAM CONDIMENTUM ARCU UT LIBERO SEMPER VESTIBULUM. VIVAMUS AT ODIO RISUS, VEL ADIPISCING LOREM. NULLA AT PHARETRA LIGULA. VIVAMUS ALIQUAM MOLESTIE MAGNA, NON PLACERAT RISUS RHONCUS NEC.

Our chosen typeface — web

A large, bold, black uppercase letter 'A' in a sans-serif font, representing the headline typeface.

Open Sans Bold
(headline typeface)

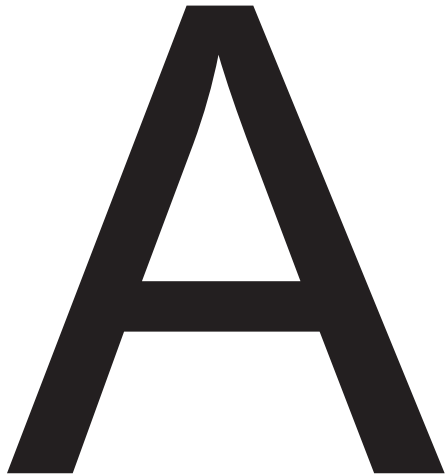
abcdefghijklmnop
opqrstuvwxyz
0123456789!@#\$&

A large, regular, black uppercase letter 'A' in a sans-serif font, representing the body copy typeface.

Open Sans Regular
(body copy typeface)

abcdefghijklmnop
opqrstuvwxyz
0123456789!@#\$&

Our chosen typeface — microsoft office font



Arial Regular
(office typeface)

abcdefghijklmn
opqrstuvwxyz
0123456789!@#\$&



Arial Bold
(office typeface)

abcdefghijklmn
opqrstuvwxyz
0123456789!@#\$&

Please don't hesitate to contact us!

**First 5 Fresno County
Community Relations Department**

2405 Tulare Street, Suite 200
Fresno, CA 93721
info@first5fresno.org
559.558.4916